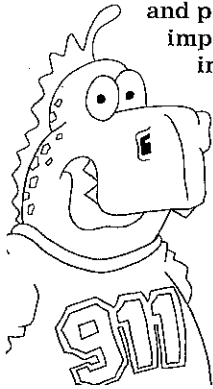


A Publication of the Emergency
Communications District Board

WHAT TEACHERS AND STUDENTS SAY ABOUT RESCUE REX...

"Thanks so much for coming
and presenting this very
important information
in such a FUN way!!



Jane Goregh
Counselor
Napier Enhanced
Option School

"It was fun dancing
with you, Rex!"

Jessica Stockton
Age 6
Dan Mills Elementary

NASHVILLE 911

IS A PUBLICATION OF THE BOARD
OF DIRECTORS OF THE EMERGENCY
COMMUNICATIONS DISTRICT.

ADDRESS YOUR COMMENTS AND
SUGGESTIONS TO:

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NASHVILLE, TN 37219

(862-6316)

RESCUE REX SHOW



RESCUE REX CLOSES OUT 13TH SEASON OF ENTERTAINING AND EDUCATING NASHVILLE'S YOUNGSTERS ABOUT 9-1-1

He's been entertaining and educating Nashville's young people about the proper way to use 9-1-1 since the fall of 1994.

And that lovable dinosaur character, Rescue Rex, has never been more popular. Under the sponsorship of the Metro 9-1-1 Board, Rex touched the lives of a record 14,131 local youngsters ages 4-7 (pre-k through 2nd grade) by performing 122 shows in 82 Nashville public and private schools this past year.

Rex is joined by his sidekick, a former 9-1-1 call taker, as they teach the children with a fast paced, entertaining 30-minute musical show about what is an emergency and how and when to use 9-1-1 appropriately.

To help youngsters learn even more about 9-1-1, a new Rescue Rex coloring book with a Nashville theme was unveiled last year, including a Spanish language version.

Rex is taking a little time off for the summer, but he will be back soon, inviting Nashville's children to join him at "Camp 9-1-1" beginning this fall.

If you'd like more information or want to book Rex for a show call the Rescue Rex Hotline at 782-8151.

The mission of the Emergency Communications District of Metro Nashville is to provide the resources and oversight necessary to ensure prompt and reliable delivery of 9-1-1 calls to Metro emergency response personnel; and, secondly, to support as fully and in whatever means possible the dedicated men and women whose job it is to respond to a call for emergency help from the citizens of our community.

SUMMER 2007

NASHVILLE 9-1-1 CALLS DECLINE OVER PAST 12 MONTHS



9-1-1 calls in Nashville declined 1,664 during the past fiscal year (July 2006-June 2007). That's compared to the same period in 2005-06. The figures make it clear local residents are continuing to respond favorably to the ongoing public awareness campaign of the Metro 9-1-1 Board. The campaign seeks to remind and educate us all about the proper use of 9-1-1, which is for life-threatening emergencies only.

Another sign that the program is working comes from comparing the increase in number of calls for service responded to by Metro Police and Emergency Services over the past 12 months to the decline in 9-1-1 calls received. There was an increase of 57,380 responses for emergency and

non-emergency services as compared to 9-1-1 calls. That means that while Metro fire, police and EMT personnel are busier than ever (as well as the 9-1-1 call takers!), it is for responding to legitimate calls for assistance, not dealing with unnecessary 9-1-1 calls. In fact to handle the surge in calls that sometimes occurs when there is a major event like a wreck on the interstate or a large visible fire, the pool of call takers handling calls into the Emergency Communications Center can be switched to handle 9-1-1 calls only to help handle the rush.

Before the public awareness program began ten years ago (April, 1997) it was estimated more than 25% of all the calls made to 9-1-1 in Nashville were not necessary. Before the

program began in 1996, 9-1-1 call volume was 444,000. It has declined dramatically since that time and stayed there consistently over the past decade. 9-1-1 call volume for calendar year 2006 was 343,671.

The public awareness campaign will continue this summer with new radio spots and outdoor signs in both English and Spanish. One of the focuses of the new ads will be reminding people to "hang on—not hang up" when they call 9-1-1 by mistake. Staying on the line actually speeds the process and frees 9-1-1 call takers and emergencies responders from having to follow up all hang up calls to make sure whether emergency assistance is needed.

911

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